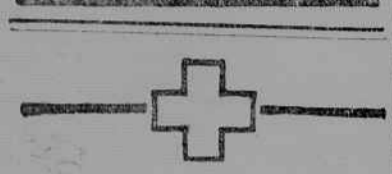


**Navy's Fifteenth Victory**  
ANNAPOLIS, Md., Feb. 5.—The fifteenth straight victory at basket ball was scored by the midshipmen this afternoon, when they defeated Virginia Military Institute, 39 to 17. Until late in the second half the visitors put up an effective defense while the long shots of Sullivan and Lee accounted for a fair total of points.



**Borden's**  
THE IMPROVED  
MALTED MILK



47 Rue Blanche, Paris  
**FRENCH women**  
Are, perhaps, more nervous and high-strung than your American women. On both sides of the Atlantic, women use

**BAUME**  
ANALGESIQUE  
**BENGUE**

for nervous headache, and indeed for muscular pain, backache, rheumatism, neuralgia, and sciatica.

Your physician will tell you that the original French product is quick and remarkable in its effect.

Ph<sup>m</sup>  
de 1<sup>re</sup> Classe  
Paris  
Thos. Leeming & Co.  
American Agents, New York



**A NEW** standard in tire performance has been established by Keystone Tires. Every feature that makes for durability and economy has been embodied in their construction.

The result is the  
**Greatest Tire Value**  
in the World!

Keystone Tires are lower in price than any other tire approaching their supreme quality and mileage. They cut down tire expense, reduce the possibility of tire trouble and

**"Go a Long Way**  
To make Friends"

Buy Keystone Tires—make comparison—and convince yourself!

ALL STANDARD SIZES

Buy from Your Dealer or from

**KEYSTONE TIRE & RUBBER CO.**  
Broadway at 62nd Street  
New York City

**Safe Milk**  
for  
Infants and Invalids

**MORLICK'S**  
THE ORIGINAL  
STERILIZED MILK

## Crowds at Automobile Show Prove Success of 1919 Display

**E. S. Jordan Predicts Greatest Year of Industry for Dealers, Due to Competition and Demand, Coupled With Lack of Needed Supply**

The record of the New York automobile show continues to read "success." The crowds are coming in increasing numbers day after day and yesterday was the peak in attendance. Exhibitors, whether of cars or accessories, have reached thousands who betray the keenest interest in the displays.

Even though there are not actually the novelties that have marked some of the earlier automobile shows, the specially painted and finished "jobs" get and hold the attention of visitors. Then, too, the cut-open chassis, which are shown in many of the booths, exert their never-failing attraction for the motor car show goers. There is something about machinery that gets to almost every one, even to those whose knowledge of mechanics and mechanical details is limited.

Meetings for dealers, as arranged by the factory houses, have been going on all day. A particularly enthusiastic meeting of yesterday was that of the Jordan dealers, at the Claridge Hotel. The meeting was addressed by Edward S. Jordan, president of the company. He congratulated the show committee of the New York dealers for having arranged the display and predicted that 1919 will be the greatest year in the history of the industry, what with a bigger demand and fewer cars in proportion thereto than ever before.

"I am judging," Jordan told his organization, "not alone by the pressure that is already being put upon our production department, but by the tremendous success the dealers themselves have had in putting on the Chicago and New York automobile shows.

"The industry this year will depend a great deal upon the dealers, but mark my words, if they keep up the pace they have set at these automobile shows there will not be enough cars in the world to satisfy the demand after the first warm day of spring. Remember—this is the year."

The composite car for 1919 would be, judging from the average specifications of the automobiles on display: Wheelbase, 120 inches. Engine, six cylinder, I-head and block with a bore of approximately 3 1/2 inches and a stroke of 4 1/2 inches. Tires, 34x4 inches. Sale price, \$2,125. (The sale price is arrived at by averaging the values of the average chassis models and not the number of cars produced.)

N. A. C. C. horsepower rating, nearly 33 h. p. Piston displacement, 201 cubic inches. Water cooled, by a centrifugal pump.

**Motor Car Prices**  
**Hardly Tend to**  
**Fall, Says Toner**

**Limited Production Will**  
**Make for Shortage in 1919**  
**—He Estimates 'There**  
**Will Be 300,000 Shy**

By T. J. Toner  
Vice-President Maxwell Motor Co.

Regardless of what other manufacturers may be forced to do and no matter what the trend of the automobile world this coming spring, the prices on Maxwell and Chalmers cars will not be reduced one penny before June 1, 1919—if, indeed, then.

Since the day the armistice was signed there has been the wall of tumbling prices. For some weeks we have heard of prospective purchasers who, because of their reliance on such gossip, have put off buying.

The Chicago automobile show confirmed the soundness of the doctrine I have consistently adhered to. The tone and demeanor of the Coliseum crowds convinced me that the people in the great majority of cases do not intend sitting quietly by awaiting that mythical avalanche of prices. Interest in both our Maxwell and Chalmers exhibits here in New York surpassed anything of the last four years.

It takes little reflection to understand why there can be no thought of a universal cut in prices for some time to come. The first reason is because it is estimated there will be a shortage of 300,000 cars in the 1919 output. As quantity production is the only thing in the world that can make any merchandise sell for less, it is easy to see why automobile prices for the immediate future must stay up.

The other reason embosoms many obvious considerations. Take the matter of living expense. It is true that with the coming of peace foodstuffs are more easily acquired; but for the immediate future, until the markets and transportation are reestablished, there can be no relief from the conditions that existed in the war period.

Hostilities have been at an end for nearly two months, and yet there remains still in Europe an American army larger than the population of Chicago. Things cannot be put back in their places as easily and as swiftly as they were removed. Soldiers cannot be rushed from Chateau Thierry and demobilized in San Francisco overnight; foodstuffs, although more abundant, cannot be harvested and distributed ahead of schedule; and consequently automobile factories dispossessed of government obligations in thirty days' time.

They cannot go back to the peace-time swing of four years ago in four weeks; they cannot readily remold and recut their giant lathes and forges; they cannot suddenly shift a force of many thousands of men from artillery tractors to limousine upholstery. And until these things can be accomplished by the automobile factories, by the tire manufacturers and by the accessory makers, the prospects of quantity production and cheaper automobiles cannot be seriously anticipated.

**Looking for "Looks"**  
**In Tires Nowadays**

There was a time when a motorist buying a supply of tires gave thought only to durability. In those days the building had not reached its present state of perfection and the bid of a dealer of most of the highways filled the driver with a constant anxiety as to what he could finish his journey on.

As a result, the motorist has no improved road conditions to contend with, and the automobile whose car

Lubrication, combination splash and pressure system.

Single ignition, produced by a storage battery, a coil and a distributor. Clutch, drive shaft and a part of the unit power plant.

Gearset, three-speed selective type. Hotchkiss drive, through propeller shaft to spiral bevel pinion and ring gear to the driving rear axle.

Spring, semi-elliptic, underslung rear. Fuel tank, at rear of car, with tank of vacuum system under the hood and then flowing by gravity to the carburetor.

"Woman is to-day's passenger car buyer," says F. C. Stowers, whose company, Kaufmann-Stowers, distributes Nash and Premier passenger cars, 11-ton trucks and Warner trailers. "She enters into the purchase of a motor car more than ever before. The Nash sedan, which has been one of our largest sellers, was built with this idea in mind. The woman appreciates comfort in a motor car. Another thing that appeals to the woman is the beauty of this car, graceful lines, finish and the nicety of its appointments.

Among recent prominent trade arrivals at the show from other cities are A. H. Sarver, president of the Scripps-Bentley Motor Company, and L. D. Haas, sales manager.

Maxwell owners in the United States number more than 300,000 at this time it is pointed out by Harry J. De Bear, manager of the New York Maxwell-Chalmers branch. This is probably a greater list of owners than is held by any other car in the United States with a self-starter as regular equipment, he states. This manufacturing record has been obtained for the one standard Maxwell chassis, changes being mostly in body design or of a minor character.

Leslie F. Smith became general sales manager of the American Motor Corporation on January 1, with headquarters at 141 Broadway. He is managing the sales of the American Balanced Six, made at Plainfield, N. J.

Smith in 1910 ran an automobile school and later a fleet of taxicabs. He managed some of the largest garages in town and was manager of the used car department for the Studebaker Corporation.

In 1912 he opened the Oakland branch at Forty-eighth Street and Broadway and later became general manager for ten Southern states. Later he was superintendent of sales for Maxwell company and branch manager for the Willys-Overland Corporation.

is equipped with road tires seldom worries to-day about blowouts or punctures. With the question of dependability rendered secondary, the owner of a handsome car now is becoming critical about the looks of his tires.

He wants a tire that in gracefulness of line harmonizes with the beauty of his car and he is getting it. The clear-cut look of quality which stamps it as a tire of the highest grade.

To the fact that it also looks good, the tire must be able to stand up and contribute a considerable part of the popularity of its Royal Cord tire.

**Pierce-Arrow Offers**  
**Many Body Styles**

**Cady Says Owner Need Not**  
**Go to Special Body**  
**Makers**

The owner of a Pierce-Arrow passenger car need not turn to the custom body maker in order to satisfy his desire for individuality. This truth is amply demonstrated by the exhibition staged this week at the Auto Show by the Harrolds Motor Car Company, local representative of the Pierce-Arrow Motor Company.

A variety of body styles, themselves susceptible of decided changes, are optional, house the dual-valve six engine which was announced last fall by the Pierce-Arrow Company.

"The fact that the Pierce-Arrow possesses a truly remarkable engine in the new dual-valve need not obscure the qualities which for many years have given us eminence in the motoring world," says Clarence Cady. "Enthusiasm over the ability of the dual-valve engine to deliver economically 40 per cent more horsepower, resulting in far greater flexibility, is apt to blind one to the car's many other virtues."

"Prominent among these virtues is the individuality which pervades the wide diversity of body styles, which suit every whim or purpose. In fact, a Pierce-Arrow owner can choose from among the numerous closed body styles a type that he almost may be sure will not be duplicated in his home city. Thus to all practical intents he has a custom-made body at a moderate price."

Further more such a body, being standard design, greatly enhances the resale value of the car.

"Indicative of the variety of types that is offered the Pierce-Arrow owner may be cited the standard body. This may be had in flat or domed roof, a difference that markedly changes the general appearance. Similarly, the many other Pierce-Arrow body styles have distinguishing features that are optional."

"Of course, individuality always may be expressed through the color scheme and interior decoration of the car, of which there is the widest range of choice."

**Advantages of Brake**  
**On Propeller Shaft**

"In these days of constantly increasing traffic on street and road," says E. S. Partridge, president of the Owen-Magnetic Motor Sales Corporation, distributors of the Liberty Six, "and the constant urging to 'drive right—walk right' the Liberty car has made an important contribution to the safety of motorists and pedestrians in its adoption of the propeller shaft type of emergency brake."

"Here are a few of the advantages of this type of brake, quoted from 'Automotive Industries':

"It simplifies the chassis construction and does away with numerous rods and shafts which tend to whip and rattle."

"It is exceptionally easy to operate, inasmuch as the braking effort is multiplied through the rear axle."

"It requires a very small throw of the hand brake lever to apply and therefore requires only a small cutout in the floor board."

"Owing to the simplified construction, the chassis weight is somewhat reduced."

"It impresses an equal braking effort of both rear wheels and tends to reduce skidding."

"Owing to its position, the propeller shaft brake is not so liable as the drum brake to become coated with grease."

## Modern Automobile Is Not a Plaything, W. C. Sills Declares

**General Sales Manager of Chevrolet Company Calls Motor Vehicles Urgent Necessity of Society**

By W. C. Sills  
General Manager of Sales, Chevrolet Motor Company

The automobile, as a method of quick, clean transportation, has established itself in the world over. It is true, it was not considered such in the early days when its mechanical dependability had not been proved. But when dependability came its position was made secure.

Today the motor car is an important factor in all spheres of life. It is a utility, a vital one, and is so recognized by those who are introduced to its use and who appreciate to the fullest extent its manifold advantages and how helpless they would be if it were necessary to do without this modern convenience.

To treat the modern automobile lightly, as a plaything, is a mistake. True, it is ready for recreative purposes, but that is simply one method for which it may be employed. Those who know most about the accomplishment of the motor car and the great changes in the use of the automobile has made in this country hold it in deepest admiration and respect.

We all seem to agree that transportation is close to civilization. To achieve one must have the other. They go hand in hand. And it is not too much to say that the advent of the motor car and its use during the last twelve years particularly has had a marked influence on the people of this country.

Take the matter of road roads: What single thing has been responsible for our activity in this direction? The automobile of course. And we all know it. The country was woefully behind in the matter. The roads, generally, were a disgrace. But marvelous achievements have taken place. Thousands of miles of splendid, durable highways have been built, more are under construction, and it is only a question of time before we shall have a network of roads throughout the whole country.

Is the automobile a necessity? It is. It is proving itself so. It is owned by those who appreciate the motor car as a necessity. It is owned by more than a third of the automobiles in use in this country are owned by farmers, or those who live in the country and who find it necessary to make frequent trips to the city. It is owned by those who supply or for other purposes. The automobile is the connecting link between town and country.

An Economic Factor  
Is the automobile an economic factor? It is. Its use in the business world has been recognized for some time and is a recognized factor in present day activity. To the salesman, the business man, the merchant, the real estate man, to those who must make frequent trips to the city, the automobile is a necessity. They are able to do more—to see more people and to cover more territory. And the man with a car does not get tired as easily as he would otherwise. The car saves him energy for his work, rather than using it in getting to his destination.

Does the automobile save life? It does. The use of motor cars by nearly 100 per cent of the physicians in this country is ample proof of the esteem in which it is held by this profession.

We are living in a remarkable age. Large sums of money are being expended. The marvelous seems to be commonplace for us in the midst of marvels. The automobile was introduced in such a period.

It may be that we are too close to its newness to appreciate its wonder. For it is a wonder. A truly great one. But, like many other things given to us in the last twenty-five years, we have accepted it without giving the necessary credit to its wonderful capabilities. But it is a certainty that future history will give to the automobile its proper place.

**New Inclosed Styles**  
**On Aero-Eight Chassis**

The Cole Motor Car Company is offering some new creations in closed models. The originators of the aerodynamic automobile have adapted the striking lines and marked advantages of this type of open car to their inclosed models and have added numerous accessories and refinements.

The Aero Eight tourer, tourseman and tourcoupe are exclusive Cole creations. The tourer has met with favor in all the metropolitan centers. It was built in answer to a demand for this type of car on the Aero Eight chassis.

The tourseman is the outgrowth of the original four-door tourer, which Cole introduced some two years ago. It is furnished with and without a sliding glass partition between the front and rear compartments, so that it may be converted from a sedan to a limousine almost instantly.

One feature of the tourseman is the permanence of its convertibility features. All pillars remain solidly in place, but all upper glass panels drop into the lower body structure and are equipped with regulators. Likewise the glass section in the dividing partition is equipped with a regulator and drops into the back of the front seat, entirely out of sight.

**Chassis Construction**  
**Featured by Cadillac**

Mechanical construction gets more and more prominent this year in the Cadillac booth.

"The salesmanship of the last few months," says General Sales Manager E. C. Howard of the Cadillac Motor Car Company, "has been based in a large measure on government curtailment of production and the scarcity of cars. The time has come when we have got to get back to the product. After all is said and done an automobile is a piece of machinery."

The cut-open chassis, showing internal construction and operation, is a feature which the Cadillac Company was the first to adopt in the early days of the industry and which has been a feature in every show since that time. This year's exhibit contains a special chassis of the type of platinum and gold. The materials, however, are only those which go into the actual construction of the car highly cleaned and burnished.

**Cadillac War Participation**

Keeping the government supplied with Cadillac cars, which were used as the standard seven-passenger automobile of the United States army, keeping pace with the urgent demands for Liberty cars and parts, the production of Cadillac engines for the 25-ton artillery tractor, and with, sustaining the services of more than 1,200 mechanics and workmen in the factory, comprise briefly the activities of the Cadillac company during the war.

## Albert Champion Pays Tribute to Vincent of Packard

**Says Engineer Is Responsible for America's Progress in Details of Manufacture of Aircraft Long Before War**

"Nothing but the greatest praise should be accorded to Jesse G. Vincent for his epochal contribution to the American triumph on overseas battlefields," is the tribute paid by Albert Champion, creator of the AC spark plug, to the chief engineer of the Packard Motor Car Company, who on America's entrance into the world war was brevetted a major and intrusted with the design and development of an aviation engine with parts so standardized that they could be readily duplicated and manufactured in unprecedented quantities for the pressing emergency.

"But for Jesse G. Vincent and his foresight and skill America to-day might be chaotically employed in the tedious development of an airplane motor," says Champion at the Automobile Show yesterday. "Because Vincent was ready to meet the war-time needs of the government we have the Liberty motor, and can boast with both pride and justice of its record accomplishments."

"Vincent was, indeed, the man of the hour so far as our aviation programme was concerned. When war was declared in Germany he already had perfected the twelve-cylinder motor, and in two years of repeated tests had adapted this motor to aviation. He had interested the manufacturers of motor parts in the aviation engine, and as a result knew positively how the several component parts would function."

"The question of spark plugs, for example, gave Vincent no cause for worry despite the fact that the authorities at Washington and the Allied aviation experts gave many hours of troubled thought to ignition, knowing that from seventy to ninety plugs of foreign manufacture were required to run an airplane motor for fifty hours."

"Vincent, however, knew that he could get in this country a spark plug that would stand up in the high-speed, high-compression Liberty motor. He had given us an opportunity to test AC spark plugs in the aviation engines of the firm of Zimmer & Danks, 119 Duane Street, the promptness of these experimental tests, we were able to develop a plug that would run for fifty hours on the dynamometer without a change."

"But for Vincent, our aviation plug, which was adopted as standard equipment in all Liberty and Hispano-Suiza airplane motors, would not have been developed and perfected, since there was no need in this country for such a plug prior to the declaration of war in the spring of 1917."

"It was Vincent only who anticipated the need for an airplane motor. It was Vincent that encouraged our company and other parts makers to take up experimental aviation work. As a consequence, a precious year, at least, was saved that might have been spent at a cost of thousands of lives in the development of satisfactory aviation engine and its satisfactory equipment."

**Decline in Prices**  
**Of Eggs and Butter**  
**Sends Prices Up**

Butter and eggs are gradually being reared from the tables of ever the poorest families in the city. These commodities have been regarded in some households as almost forbidden luxuries in thieral months.

The increased consumption, due to falling prices, was felt on the wholesale food market yesterday. Although conditions were identical with those of previous days, when the price declined, butter advanced one cent a pound and eggs one and two cents a dozen.

Merchants unanimously agreed that the increased demand, felt in every quarter of the city, has temporarily stayed the downward trend of the market. According to Frank J. Gaffney, of the firm of Zimmer & Danks, 119 Duane Street, the promptness of the retailers in passing on the reductions to the consumers has been the chief factor in increasing the consumption.

"Most of the large chain stores," said Mr. Gaffney, "are selling best Western eggs at 40 cents a dozen."

In a few days, Mr. Gaffney said, shippers will be sending their products by freight instead of by express. This will decrease the charges, but cause a temporary shortage between shipments. He declared that with continued mild weather eggs probably will be selling at 40 cents a dozen wholesale, 1 cent lower than the present market price, by next week.

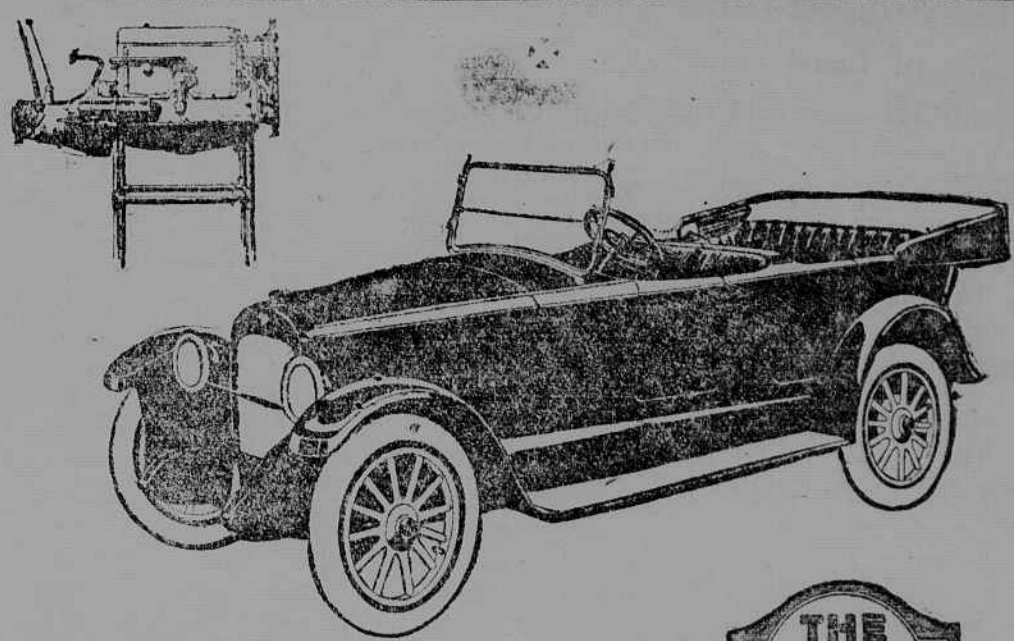
Merchants in this city have lost between \$600,000 and \$700,000 during the last two weeks as a result of the tumble in the butter market, Mr. Gaffney said. The quantity, turned back by the government also means a heavy loss, he pointed out. He added that butter sold at below 47 cents a pound, the figure prevailing during the last week, is under the cost of production. Until the cost of cattle feed comes down, he said, the logical and fair price for butter is about 50 cents a pound wholesale.

The cheese market is exhibiting falling tendencies, although the decline has been gradual in the case of old, seasoned cheese. New cheese from Wisconsin fell 8 cents last week, dropping to 23 cents a pound wholesale.

Retailers are strenuously objecting to charges frequently made against them that they are failing to reflect the reduced wholesale prices. Peter Becker, president of the United Retail Grocers' Association of Brooklyn, declared that consumers do not take into consideration the breakage, natural depreciation and commission merchant's profits.

Eggs quoted at wholesale at 44 cents a dozen and sold retail at 59 cents, and butter quoted at 48 cents and sold at 60 cents do not represent exorbitant margins, according to Mr. Becker.

This statement was substantiated by Charles Warner, manager of the firm of David W. Lewis & Co., Chambers Street. Mr. Warner made out the following schedule on the contributing factors to prices of eggs, between the



**THE**  
**NASH**  
**SIX**  
PERFECTED VALVE-IN-HEAD MOTOR  
THE simplicity of construction and the unusually clean-cut appearance of the chassis of the Nash Six with Perfected Valve-in-Head Motor caused much favorable comment among the crowds that yesterday visited our exhibit at the show. After inspecting the chassis they were quick to appreciate why the Nash Six is so powerful, economical and quiet in the service of owners throughout the country.

See the full line of Nash Passenger Cars with Perfected Valve-in-Head Motor at the Show (the Armory), which includes the new four-passenger sport model and two-passenger roadster.

**KAUFMANN-STOWERS CO., INC.**  
1776 Broadway at 57th St. Telephone Circle 5695  
Bronx Branch: 2468 Grand Concourse, Fordham 5922  
L. A. D. MOTORS CORPORATION, NEWTON-HUMPHREY CO.,  
1401 Bedford Ave., Brooklyn. 529 Broad St., Newark, N. J.  
**WARREN-NASH MOTOR CORPORATION** (Wholesale Only)  
123 West 64th St., New York City. Columbus 3088

**NASH MOTORS**  
VALUE CARS AT VOLUME PRICES

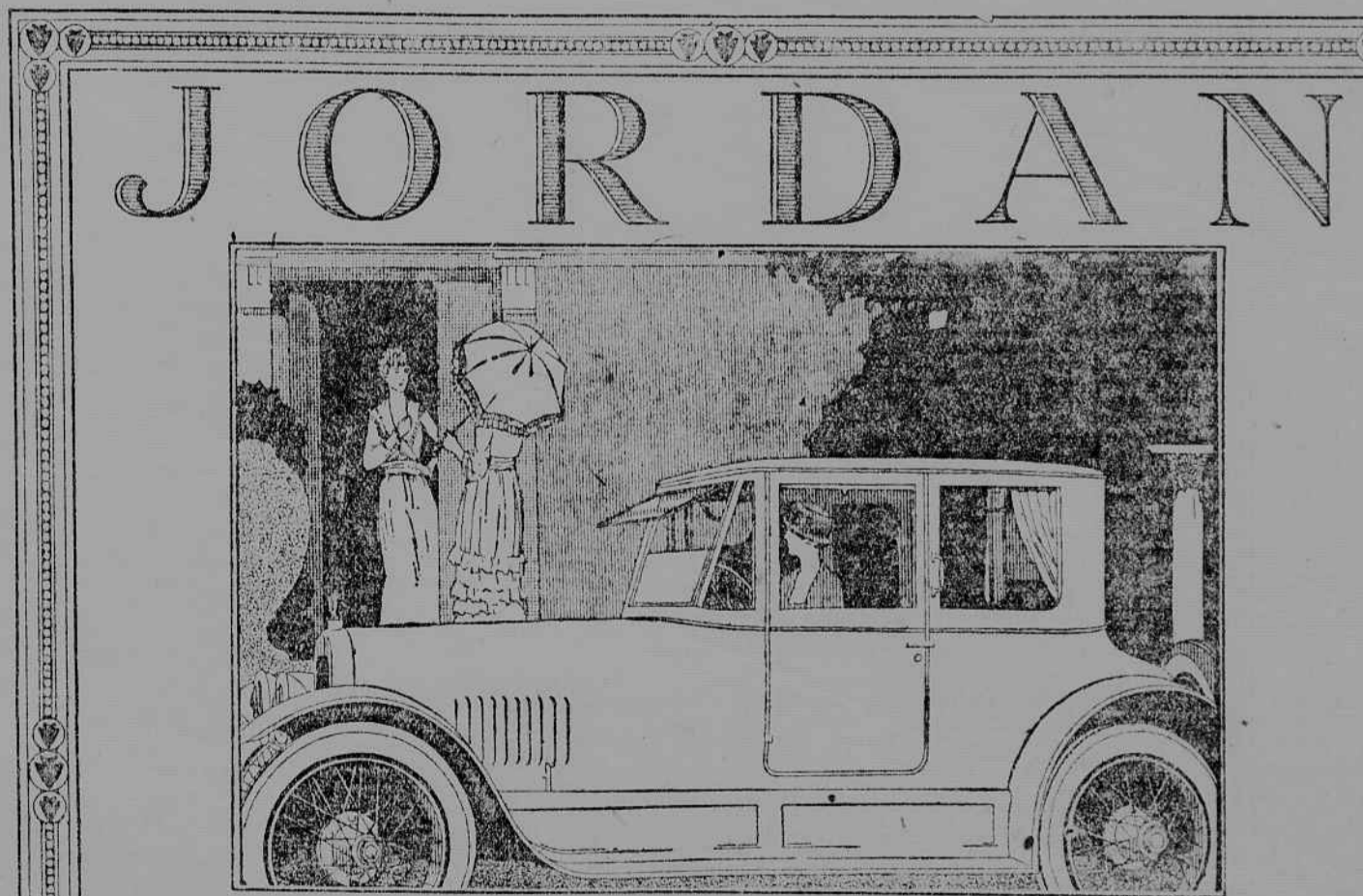
shippers' price and the retailers' demand:

Cases (30 dozen) @ 44 cents.....\$13.20  
Express charges......44  
Express charges (sell for 19 cents)......25  
Salesmen's charges......25  
Jobber's profit (2 cents a dozen)......20  
Caulding......25  
Total.....\$15.04

This is almost 51 cents a dozen to retailer from jobber. Mr. Warner declared that the retailer's profit of 7 or 8 cents a dozen is by no means too high.

The express and salesmen charges and the jobber's profit, said Mr. Warner, advance the price of butter to the retailers to 50 and 51 cents a pound, although the so-called wholesale quotation is 48 cents.

**Campbell Enters Games**  
Tom Campbell, of the University of Chicago, the phenomenal half-miler of the West, filed his entry yesterday for the Mirore A. A. games at Madison Square Garden on February 25. Within the short space of a year and a half, Campbell has won two championships, besides scoring two victories over Jole Ray.



**For the Woman of Good Taste**

The Jordan Brougham offers all the comfort, convenience and luxury of the electric—without its limitations.

It is compact. And in driving it you at once contrast it with the old-fashioned chauffeur driven closed car of excessive length and weight. The chassis is perfectly balanced. The light all-aluminum Jordan body is hammock-swung between the axles.

It is virtually dust and rattle proof, with broad vision—yet it may be opened so as to be

practically out of doors. The interior provides for comfortable intimacy. The upholstery is developed in smart worsteds over Marshall cushion springs.

Paneling and moulding are in Circassian walnut. There is a dome light. Individual reading lamps. Improved window lifts.

The car accommodates five people comfortably. Yet it is short enough to turn in almost any road. Optional colors, Liberty blue and Brewster green—either is good.

Jordan Cars are on exhibition at the Show as well as in our salesrooms.  
**McCURDY-BRAINARD CO., INC.**  
1895 Broadway, corner 63d Telephone Columbus 6812

**JORDAN MOTOR CAR COMPANY, CLEVELAND, OHIO**